



AUG 10 1993

S.G. STEEN  
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August 5, 1993

To: Mr. R. C. Farmer

**MERCHANDISER ARTICLE**

Dear Roger:

The Syracuse Division conducted a resort blitz of the 1000 Islands area. On this resort blitz we were able to contact (71) retail accounts. Working in (3) teams of (2), we placed the following:

- 384 pcs. POS/PDI/Banners
- 142 Temporary Displays - Resulting in (3140) premiums placed

We also sold out (2) P.M. OPM's in high-volume independent accounts.

I have enclosed pictures that were taken on the resort blitz in various calls in Mickey Halstead's and Ken Courtney's assignments.

If you have any questions, please do not hesitate to give me a call.

Sincerely,

K. L. Myers/TAD

KLM:bd

Encs.

P-7

"We work for smokers."

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